General – Where are you At?

ESL Enrollment – Good
The problem appears to be with recruiting ABE/ASE students without a high school credential. This is especially difficult in the more rural areas such as South County, Kent County and Burrilville. Although brochures are effective they are very labor intensive, one program sent out 6,500 flyers and received 20 enrollees from this effort. However, now the community is aware of the services and others may enroll at a later time because of this outreach.

The funnel is not always like a true funnel. There is a "bump" that gives an appearance of more students enrolled in the than heard about the program.

Rollovers from the previous fiscal year need to be considered differently both when projecting milestones and when setting goals.

Orientations are being developed. Programs feel that a longer and more comprehensive orientation yield better persistence.

Open enrollment is a necessity at this point for some programs. This means a very indidualized approach to orientation and goal setting. These programs have expressed a desire to move to managed enrollment.

Engagement

How to affect (+,-) # of sign ups?
How to recruit more students:
        Ad in Free Community Newspapers
        Local Agencies (churches, housing authority, DHS office)
        Schools & CAP Agencies

It should be noted that some of these relationships can take time to build and results will not be yielded for up to six months. This should be planned for.

How to increase # of students attending orientation?
Requiring orientation for all students prior to starting class.
Limit time waiting between registration and orientation.
Be sure the eliminate/contain barriers to participation prior to the orientation.

How to increase # of students pre-testing?
Make students feel comfortable with a standardized assessment (environment, format, test taking skills).

Pre-Test during orientation before students start classes.

There are many different cultures and levels within the ESL community. Some are illiterate in their own language. This makes engagement difficult. Programs need to be sensitive to this and provide a welcoming environment with a plan to handle multilevel.

Retention

How to maintain retention/persistence beyond the first 3 weeks?

How to reduce # of students leaving before they have 12 hours of instruction?

How to increase attendance of ABE students? (= lower than ESOL)

How to increase retention/persistence in evening program? (= lower than day)

Standardized testing can be used as a motivational tool.
Develop rules/student handbook and stick to them. Too much hand holding is NOT helpful.
Students respond to this kind of environment.

Student focus groups.
Monthly Teacher Check In with the Students.
Revisiting goals with smaller milestones for early success building.

Support services should be available to the students in some form before and during the enrollment in a program. This can be through on-site staff or through referrals. It can also be done in some cases with volunteers and internships.

Advancement

How to increase # of students? (Pre-tested? Post-tested?)

Post Test according to hours and at a scheduled time.
More training on standardized assessments.